

Jakarta, 30 October 2011

## First DA4FID Contract for Batam Hang Nadim Airport, Indonesia

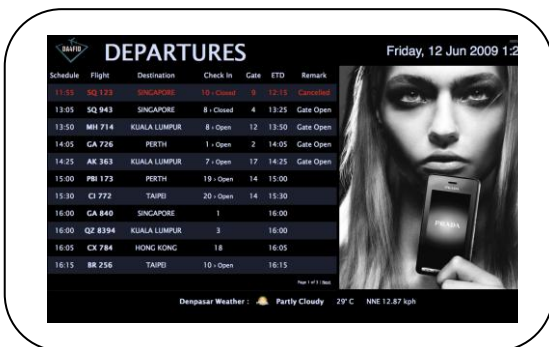
On the 3<sup>rd</sup> of October 2011 PT. Delphi Utama President R.H. Wido Rahardjo signed the first Digital Advertisement For Flight Information Displaya (DA4FID) contract on behalf of DU-QSi, with Batam Hang Nadim Airport Director Hendro Harijono.

DU-QSi will provide a complete new Flight Information Display System (FIDS) to the airport, including displays and network infrastructure, DA4FID software, integrated to the airport operating information system.



The DA4FID software, or Digital Advertising for Flight Information Displays, combines flight information with digital advertisement in one monitor at the same time. Installation in Batam is the first step in a DU-QSi strategy to expand DA4FID installations throughout Indonesian airports over the coming years.

Batam Hang Nadim Airport is a medium size airport with on average 3,700 passengers per day, or over 1,3 million passengers annually. In total more than fifty displays will be installed throughout the departure check-in hall in ground floor commercial area, and waiting rooms in the upper floor, as well as in the luggage hall and arrival area on ground floor.



With this first DA4FID installation, QSi Holding introduces its third product launch since the start in 2008 of The Terminal as indoor hospitality operations in Dubai and Abu Dhabi, United Arab Emirates, and DA4RID train stations operations in 2009 in Jakarta, Indonesia. With an average efficiency of more than 80%, the DA4FID medium is becoming an attractive digital innovation for advertisers who aim for a broad spectrum of demographical groups.

QSi Holding Limited together with partnership with PT. Delphi Utama prepare for DA4FID expansion in Indonesia airports in 2012 to achieve coverage of more than 10 million annual airline passengers.

## DA4FID

The product name DA4FID stands for Digital Advertising for Flight Information Displays. DA4FID is a hybrid system that combines the concept of digital advertising with the

### DU-QSi Joint Office

Jl. Cimandiri 1 No. 6, 1/F  
Cikini 10330 Jakarta Pusat  
INDONESIA

### [www.qsi-holding.com](http://www.qsi-holding.com)

Office: +62 21 314 3044  
e-mail: [info@qsi-holding.com](mailto:info@qsi-holding.com)  
Business Registration 39130949

### QSi Holding Limited

Room 1206/07, 12/F, New Victory  
House, 93-103 Wing Lok Street  
Central, HONG KONG S.A.R.



# Press Release

service of providing airline passengers with accurate flight information. The system provides dynamic flight services and can be installed either as an add-on to the existing Flight Information Display System (FIDS) or as a stand-alone product.

Other QSi Holding Products are listed below.

## DU-QSi

PT. Delphi Utama (DU) and QSi Holding Limited (QSi) entered into a partnership in January 2009, with the purpose to promote QSi media products throughout Indonesia. Together DU and QSi combine technical quality with installation capacity and supplier abilities. A combination that guarantees property owners and advertising companies the quality displays that boosts their image and exposure.

## QSi Holding Limited

QSi Holding Limited is a media technology company that is based in Hong Kong S.A.R. The company emerged in 2008 as the result of a joint venture between Querendo Limited from Hong Kong and System Integration Air Traffic Management AB (also known as Si ATM) from Sweden.

The two companies Querendo and Si ATM together host a wide range of expertise from different disciplines and their combined knowledge and experience enables QSi to be competitive in markets that are both complex and dynamic. QSi have currently developed four main products:

- DA4FID - Digital Advertising for Flight Information Displays (out-door)
- DA4RID - Digital Advertising for Railway Information Displays (out-door)
- The Terminal - Digital Advertising for Hospitality Sector (in-door)
- The Central - Digital Advertising for Commercial Sector (out-door)



For more information contact us via the details below or visit the website [www.qsi-holding.com](http://www.qsi-holding.com).

## PT. Delphi Utama

PT. Delphi Utama is the legal representative and partner of QSi Holding Limited in Indonesia since January 2009. The Indonesian company started its operation in 1975 as supply and installation of security, laboratory, electronics, and telecommunication equipment. In 2009 it expanded its business into media solutions to respond to growing market opportunity. For more information visit the website [www.delphiutama.com](http://www.delphiutama.com).

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